



# Completely Customized Multi-Channel Communications



## Fuse Customized Communications

Fuse is Software as a Service designed to allow businesses of any size to create highly customized and personalized communications and deliver them across multiple channels.

Fuse provides easy access to shared creative resources. Superior reusability and configurability allow collaborative design and ordering of on-demand message generation for authorized users, wherever they might be.

Fuse reduces the time to create and deliver a campaign by as much as 80% and can reduce costs by 25% or more. As a web-based, hosted application, Fuse is available anytime, anywhere with no additional IT support required.

## Businesses Have an Increasing Need to Send Personalized Communications

From regulatory communications to marketing campaigns, personalized messaging increases the chance that the recipient will act on your message. When more people respond to the first message, costs are lower and ROI is improved.

With the increasing demands on people's time and attention, one-size-fits-all messaging is not sufficient to gain their interest. By delivering a consistent message when, where and how your recipient wants it, you dramatically increase the chance that it will be opened and acted upon.

**Multi-channel, scheduled delivery of highly targeted communications addresses your customers' needs**

## Benefits of Fuse

Deliver any message, any time Fuse's Lightbox layout tool works within your browser to create any desired message. Use your own artwork, create business logic based on your data, and build a single file that will talk to each of your recipients with highly personalized, targeted messages. Once created, order your message for delivery at scheduled times, now or in the future.

### Gain valuable insights and build relationships with personalized URLs and web sites

Communications built in Fuse can easily lead your recipients to their own custom web site with a **Personal URL** of your choosing. Fuse Web Publications can contain targeted, interactive graphics, surveys and forms, capturing feedback and information from your audience. Survey results and web site visits are updated real-time in Fuse, so you can easily monitor your campaign via native reports and immediately use the data in follow-up communications.

### Achieve a high degree of customer interaction faster than you thought possible

Use Fuse to give your recipients a fast, easy, and accessible way to talk back to you. You can achieve a meaningful dialog with them in less time than you would expect! All it requires is your creative ideas.

### The technical details, software, and file production are all handled by Fuse so you can focus on your core business!

## Key Features

Easy uploading of your data and creative assets

Richly featured layout tool

Robust data engine to create business rules

Easy reusability of all message components and lists

Integrated address verification

List de-duplication tools

Fully automatable list creation and order system

Configurable options for message approval and order approval

Fully hosted

Integrated, personalized web publication tool updates your data in real-time

Application can be customized with your logo, fonts and colors

Fully configurable billing and payment system

Multi-site support



## User Features

Fuse's web interface is powerful and flexible with features to enhance productivity, collaboration, and campaign management.

### Web-based UI

The Fuse interface requires little or no training if the user is familiar with standard web operations. On-screen order instructions are available on each page with explanations of terms.

### Instantly test and proof templates

Browse and test available message templates with your data and even obtain online, high-resolution PDF proofs to ensure your message is perfect before ordering your campaign.

### Flexible ordering system

Message templates are set up with appropriate ordering and finishing options. User selectable options are adjustable for each order.

### Data is saved for re-use

Uploaded art and data is saved and available for use in subsequent orders.

### Simplified campaign scheduling

Choose to order a message for delivery next week, next month, or next year or even have the same message delivered at periodic intervals.

### Automated approval system

Orders can be automatically forwarded to one or more supervisors for approval prior to being sent out. Fuse is configurable to match your internal approval process.

### Easy re-ordering feature

Campaigns are saved so an identical or nearly identical order can be placed or updated with just a few mouse clicks.

### From Web to Print and Mail

Direct Mail campaigns launched from Fuse take advantage of our integrated mailing tools including CASS certification, postal presort, automatic impositioning, and postal report generation to create mail-ready files. Fuse keeps postal costs to a minimum and eliminates prepress hassles and data integration challenges.

## Key Benefits

Create relevant messages that get attention and response

Gain insights and improve customer relationships with instant feedback

Reduce the time spent in setting up your campaigns

## Administrative Features

Fuse is a fully-hosted application that requires minimum ongoing maintenance once it has been configured to your needs.

### No installation required

Fuse is hosted on our servers and maintained in a top-tier, secured collocation facility, ensuring maximum availability.

### Configurable billing

Pricing and billing are fully configurable and can be used for payment collection or internal cost reporting as required.

### Web-based administration

All administration functions are web-based, allowing you instant access for configuration changes, reporting, order and user management.

### Full API

A full API is available, allowing you to write your own web-based or desktop application. The API also grants the ability to fully automate the data upload and message order processes for integration with your existing systems.

### Flexible reporting engine

Fuse provides a simple click-to-build interface suitable for many reporting needs. If more elaborate and granular reports are needed, custom reporting is available.

### Administrative audit trail

All administration and production actions are stored in an online audit log.

### Configurable look and feel with customizable help text

The web interface is easily customized and branded with logos, colors, fonts, text, images and even links to external resources.

### Optional integration with enterprise storage infrastructure

The optional Fuse AssetSync module keeps artwork and documents synchronized between Fuse and your network storage.

## Customers have used Fuse to:

**create** Popular direct mail formats including postcards, flyers, notecards and letters

**create** New Member Welcome kits

**create** Customized collateral

**create** Personalized children's books

**create** "Change of Service" regulatory mailings and forms

**create** Customized and personalized candy wrappers